



The SHOFCO Brand Book

Welcome

Welcome to the SHOFCO Brand Book, where the essence of our organization comes to life. Our brand is more than just a logo; it's a promise, a vision, and a commitment to transforming lives and communities. In these pages, you'll discover the power of our identity, the stories that inspire us, and the values that drive our work. As we navigate the path of brand-building together, let us unlock the full potential of SHOFCO's impact and create a lasting legacy of positive change.



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Section 1

What is a brand?

What is a brand?

A brand is like a unique fingerprint for an organization or a product. It's the special mark that makes it different from everything else. Think of it as the personality and reputation of our organization, something that people recognize and remember. In this book, we'll show you how to use these brand elements to tell SHOFECO's story, connect with people, and make a positive impact.

The brand recipe

Your brand is much more than just a logo; it's the heart and soul of your organization, a symbol of your values, a bridge to your community, and the promise that defines every interaction and impact you make.

IDENTITY

A brand helps people identify and remember who you are. It's your name, your logo, your colors, and your style. Just like a friend's face, your brand should be easy to recognize.

TRUST

When people see your brand, they should feel trust and confidence. It's like how you trust your favorite book or movie – you know it won't let you down.

PROMISE

Your brand makes a promise to people. It tells them what you stand for and what they can expect from you. It's like a handshake that says, "We'll always do our best for you."

EMOTION

A brand can make people feel things – happy, inspired, or even excited. It's the feeling you get when you see something you love.

REPUTATION

Over time, your brand's actions and how you treat people will build your reputation. It's like your story in people's minds.

Section 2

The SHOFCO brand

Our brand promise

Building promise from poverty

Why we exist

SHOFCO is a leading community-based organization mobilizing the largest network of social groups in Kenya to provide holistic, needs-driven services and redefine the potential of citizen-led change.

We partner across the public, private, and social sectors to deliver best-in-class services ranging from health and education to economic and social empowerment programs. These services are informed by our community advocacy platforms, which equip individuals with the knowledge and skills to seek tangible change in their community and society at large.

MISSION

Our mission is to unleash the inherent power, dignity, and hope of communities in informal settlements — creating opportunities for them to thrive.

VISION

We envision a world where empowered local communities hold the voice, access, and knowledge to shape a future defined by resilience, equality, and boundless opportunity.

Founding story

Kennedy Odede became a street child at the age of 10 and lived in the Kibera Slum for 23 years. During this time, he experienced extreme poverty, violence, a lack of opportunity and deep gender inequality.

However, Kennedy also witnessed the palpable hope that persists in slums and recognized that people sought something different for themselves, their families and their communities. Visionaries like Martin Luther King Jr. and Nelson Mandela showed him that great systemic change can come from within. Women like Kennedy's mother inspired him to build the solutions to urban poverty through addressing one of its core obstacles—the prohibitive level of gender inequality.

Through earning \$1 for 10 hours of work at a factory, he managed to save 20 cents to buy a soccer ball, which he used to bring community members together. After playing soccer, he would sit down with his friends to speak about the challenges in the community and devise solutions, together, in a safe and enjoyable environment. In 2004, SHOFCO was born as a result.

In 2007, Kennedy met Jessica Posner, a bright and driven American student studying abroad, who today is his wife. Together they devised SHOFCO's holistic model and grew the organization from a school for girls to one that serves over 2.4 million people.

Bolstered by grassroots knowledge, they have dedicated their lives to bringing hope to communities in Kenya.



What we value

At SHOFCO, our values are not merely words on paper; they are the guiding principles that illuminate our path and fuel our mission.

As we endeavor to create positive change within marginalized communities, our commitment to these values defines who we are, what we stand for, and how we make a difference.

CONNECTION

We are relationship led. We listen, collaborate and work together.

INNOVATION

We are creative problem-solvers. We learn fast, test and evolve.

TRANSPARENCY

We are honest. We share openly, even when it is hard.

EMPATHY

We seek to understand others. We build trust and respect everyone's opinion.

ACCOUNTABILITY

We take ownership. We work hard and deliver on what we promise.

Our philosophy

In the heart of SHOFECO's work lies a profound philosophy, a compass that steers our actions and defines our impact. These are not just abstract concepts; they are the “big ideas” that breathe life into our mission.

In this section, we unveil the five guiding principles that illuminate our path, inspire our efforts, and shape our transformative approach.

Our philosophy

Development rebels

The development sector is still operating with a colonialist mindset. In many cases, the world's challenges are being addressed with one solution at a time. The African way of thinking rebels against this notion and sees everything as connected, which leads to community organizations across the continent adopting a holistic approach to development.

Our philosophy

Breaking survival mode

You can't create systems change and empower communities if they are stuck in survival mode. That's why SHOFCO remains committed to ensuring that essential services are provided to vulnerable communities. Where possible, these services are provided by the local government and implementing partners. But, in some cases these services are managed directly by SHOFCO.

Our philosophy

The launchpad of opportunity

Once the survival mode is broken and communities have their immediate needs met, they are freed to form long-term plans and contribute to society instead of living day by day. Opportunity, in the form of vocational training, savings and loans groups and further economic empowerment activities can prevent regression and help individuals reach beyond survival mode toward their full potential.

Our philosophy

Power is in the people

Communities are best placed to articulate the challenges they face, to lay out the parameters and requirements of any proposed solution and should be involved and consulted in the process of implementing solutions (whether they're provided by governments, development agencies or the private sector).

Our philosophy

Restoring dignity

Collective action can only be achieved if people feel a sense of dignity and know that their voices are being heard. This means that girls and women and marginalized voices from people living with disabilities, refugee and LGBTW communities need to be included in the conversation and prevented from facing discrimination.

What we do

Our programs and services are led by the community and adapt and evolve to their needs. Today, our programs look like this:



SHOFCO Urban Network (SUN)

SUN seeks to build a strong urban network with the vision of giving the urban poor a voice.

SUN brings together individuals and households through social groups and organizes them to actively seek tangible change in their community and society at large.



Girls Leadership Academies

Girls are the key to long-term change that will break the cycles of poverty in urban poor communities.

Our Girls Leadership and Education Program provides free education for girls in Kenya's urban slums through a curriculum that enables young girls to reach their full potential. We currently have two primary schools for girls, the Kibera and Mathare Schools for Girls. From the schools, SHOFCO extends holistic community services to the families of students and the entire community.

What we do (continued)



Future Education

We provide young girls with the tools and resources to thrive so that they can become leaders who give back to their communities.

The Future Education program supports students after they graduate from the Girls Leadership Academies. We place our primary school graduates in prestigious Kenyan high schools, as well as in partner schools in the US.



WASH

Our water, sanitation, and hygiene (WASH) program provides education facilitated by community health workers.

We provide accessible, affordable clean water and sanitary pit latrines, and keep our communities healthy through hygiene education. Our innovative aerial water piping system allows us to reach even more people in Kibera and Mathare. The aerial pipes connect to water kiosks throughout Kibera and Mathare, allowing clean water to flow through pipes in the air – without fear of tampering and contamination.



Health

Healthcare is key to SHOFCO's holistic approach to help build empowered, healthy generations.

Through our holistic service model, we provide primary health and preventative care, pre and postpartum care, child immunizations, comprehensive HIV care, family planning, cervical cancer screening, gender-based violence response, and a child nutrition program.

What we do (continued)



Sustainable Livelihoods

Sustainable Livelihoods enable urban slum communities to break survival mode and plan for the future.

SHOFCO's Sustainable Livelihoods program enables urban slum communities to break survival mode and plan for the future through business and entrepreneurship skills training, vocational skills development, internships, and job placement. Families are able to send more children to school for longer periods of time, and increased earnings and savings contribute to improved nutrition and better living conditions, ultimately translating to a lower incidence of illness and a healthier, more productive life.



Women's Empowerment

Empowering vulnerable women in slums through business training and support.

SHOFCO's Sustainable Livelihoods programs provide individuals and families in informal settlements with skills and resources to plan for the future, leading to improved living conditions and better health. Among these programs is the SHOFCO Women's Empowerment Program (SWEP), which offers business, crafting, and sales skills training to vulnerable women in slums.



Financial Services

Empowering slum dwellers to break the cycle of poverty through access to financial programs.

Our financial empowerment programs provide resources to further economic opportunity and advance human rights and to create space for individuals to pave personal paths out of poverty.

What we do (continued)



Gender

Addressing domestic and community violence through prevention, mitigation, and response services.

We provide sexual and reproductive health education, provide temporary shelter for women and girls who have been victims of sexual and gender-based violence, and link survivors of violence with our sustainable livelihoods program to access training, start and grow their businesses and end the financial dependency that often causes violence.



Libraries

SHOFCO community libraries aim to enrich communities by providing access to knowledge, lifelong learning, and literacy.

The lack of access to information and resources is a challenge for many communities, particularly in slums. Our community libraries offer a solution to these challenges by providing free access to information and resources, promoting literacy and education, and encouraging community engagement.



Section 3

SHOFCO brand identity system

SHOFCO brand identity system

A brand identity system consists of a set of visual and verbal elements that collectively define and represent a brand's personality, values, and promise to its audience. These elements include the logo, color palette, typography, imagery style, voice and tone guidelines, and key messaging. This system serves as the foundation for all brand-related communications and ensures that the brand is presented consistently across various channels and touchpoints.

SHOFCO brand identity system

Logo

A logo is not merely an arrangement of shapes and colors; it is the visual cornerstone of our identity, the instantly recognizable signature of SHOFCO, and a powerful emblem of our purpose. It communicates our values, signifies our commitment, and serves as a beacon that unites us with our community, donors, and partners.

Primary logo

Our primary logo is the cornerstone of our brand identity. It is the preferred representation of our brand and should be used consistently across all marketing materials and touchpoints.

By following these guidelines, we can maintain a consistent and impactful visual representation of our brand through our primary logo. Consistency in logo usage helps build brand recognition and establishes a strong brand identity across various channels.



Logo

The SHOFCO Logo symbolizes our brand with its clean and impactful design.

Logo principles



The use of a stencil-style font in the SHOFCO logo is not just a design choice; it's a strategic decision that aligns with the organization's values, mission, and the story it wishes to convey.

Visual Impact and Distinctiveness

Stencil fonts are inherently bold and attention-grabbing. They command immediate attention and make a strong visual statement. This is especially important for a nonprofit organization like SHOFCO, which seeks to raise awareness and stand out in a crowded landscape of charitable causes.

Authenticity and Grassroots Connection

Stencil fonts are often associated with grassroots movements, activism, and community-driven initiatives. Using such a font can convey a sense of authenticity and a deep connection to the communities SHOFCO serves. It symbolizes the organization's hands-on, ground-up approach to positive change.

Resilience and Resourcefulness

Stencil-style fonts evoke the idea of resourcefulness and adaptability, qualities that are often essential in the communities SHOFCO works with. These fonts are reminiscent of people making do with limited resources, which aligns with SHOFCO's mission to empower communities to overcome challenges.

Transparency and Openness

Stenciled letters have an openness to them, as if they are revealing what's behind the surface. This can symbolize transparency, a quality highly valued in nonprofit organizations. It suggests that SHOFCO is open about its work, operations, and the impact it strives to achieve.

Recognition and Consistency

Over time, the use of a unique stencil-style font can help build brand recognition. When people see this font, they will associate it with SHOFCO's work and values. Consistency in branding is crucial for a nonprofit's long-term success.

Logo usage

Clear space

Ensure sufficient clear space around the logo to maintain its visibility and avoid any visual clutter. The clear space should be proportional to the size of the logo and should remain free from any text, images, or other graphic elements.



Maximum size

The logo can be scaled up to a maximum size to maintain its visual appeal and clarity. Emphasize the importance of maintaining legibility when scaling the logo to its maximum size. The logo should remain clear and easily readable, even at larger dimensions.

Minimum size

To ensure that the logo remains legible and recognizable, a minimum size of 17 x 4.87mm (or equivalent) has been established for all applications. This minimum size applies to both print and digital media. Using the logo below this minimum size can result in a loss of clarity, legibility, and impact. It is important to maintain the integrity of the logo by using it at an appropriate size.



Alternative logo versions

Mono versions

When you are limited to using only one color for printing the logo, such as when printing on canvas bags or t-shirts, please use the monochrome version. Usually, this will be in black, but there is also an all-white version available for specific purposes. Keep in mind that the monochrome versions are designed to address printing constraints, so they are not provided in screen-ready formats.

Mono (white) logo

The white logo variation is an essential component of our brand identity and serves as a versatile option for various applications. It is specifically designed to be used on darker backgrounds where the full-color logo may not provide optimal visibility.

Mono (black) logo

The black and white logo variation is an integral part of our brand identity, offering versatility and adaptability in various contexts. This variation is specifically designed to be used when color reproduction is limited.

The SHOFCO logo is displayed in white on a solid blue rectangular background. The logo consists of the letters 'SHOFCO' in a bold, sans-serif font. The 'O's are stylized with a vertical gap in the center.The SHOFCO logo is displayed in black on a solid white rectangular background. The logo consists of the letters 'SHOFCO' in a bold, sans-serif font. The 'O's are stylized with a vertical gap in the center.

SHOFCO brand identity system

Color

The colors chosen for SHOFCO's brand are a crucial element in defining its unique identity and making a meaningful impact. Each color within SHOFCO's carefully curated palette is selected to evoke specific emotions and convey the organization's core values. By maintaining consistency in the use of these brand colors across all materials and touchpoints, SHOFCO reinforces its distinctive identity and forges strong emotional connections with its supporters, leaving a lasting impression that reflects its mission and vision.

Primary colors

SHOFCO Blue should be used as the primary representation of our brand. SHOFCO Gray serves as a complementary shade to our primary color. It should be used to enhance visual hierarchy, highlight key elements, or create contrast.

When using our primary colors, please follow these guidelines:

- Use the exact color values specified in our brand guidelines for digital and print materials to ensure consistency.
- Maintain color accuracy across different mediums, such as screens, prints, and fabrics.
- Avoid using colors that closely resemble our primary colors but are not officially designated as such.
- Consider accessibility standards when using colors to ensure readability for all users.



SHOFCO Blue

HEX	#00B2E3
RGB	R 0 G 178 B 227
CMYK	C 89% M 19% Y 0% K 11%
PMS	Pantone 306 C



SHOFCO Gray

HEX	#7A858C
RGB	R 122 G 133 B 140
CMYK	C 7% M 3% Y 0% K 45%
PMS	Pantone 430 C

Program colors

The color palette of our brand is a foundational element that plays a crucial role in expressing our brand's personality and establishing a memorable visual identity. Consistency in using the primary brand colors across all our communication materials is key to maintaining a unified and easily recognizable brand presence.

In addition to the primary colors, we have specific colors for each program under SHOFCO, allowing for flexibility and visual variety while still maintaining overall brand cohesion. Adhering to the specified color values, whether for print or digital applications, is essential to ensure accurate and consistent reproduction. These program-specific colors serve as an integral part of our brand's visual language, enabling us to effectively communicate and differentiate our various programs within the larger SHOFCO brand framework.

WASH

HEX	#185A7D
RGB	R 24 G 90 B 125
CMYK	C 40% M 14% Y 0% K 51%
PMS	Pantone 7700 C

SUN

HEX	#F88D2A
RGB	R 248 G 141 B 42
CMYK	C 0% M 42% Y 81% K 3%
PMS	Pantone 715 C

Sustainable Livelihoods

HEX	#00BBB4
RGB	R 0 G 187 B 180 HSL
CMYK	C 73% M 0% Y 3% K 27%
PMS	Pantone 3262 C

Health

HEX	#F5333F
RGB	R 245 G 51 B 63
CMYK	C 0% M 76% Y 71% K 4%
PMS	Pantone Red 032 C

Education

HEX	#E50695
RGB	R 229 G 6 B 149
CMYK	C 0% M 87% Y 31% K 10%
PMS	Pantone Rhodamine Red C

Essential Services

HEX	#7A858C
RGB	R 122 G 133 B 140
CMYK	C 7% M 3% Y 0% K 45%
PMS	Pantone 430 C

A hopeful blue

In Kibera, one of Africa's largest slums, where our founder, Kennedy Odede, was raised, the hustle and bustle of the streets is as constant as the jumbled shacks, corrugated tin roofs, and winding mud roads. The chaos of it all leaves little room to pause, reflect and plan for the future. But when you lift your gaze beyond the immediate chaos, beyond the maze of brown and concrete, and catch a glimpse of the blue sky, you witness the beauty that exists beyond the clouds. That beauty is hope.

It serves as a constant reminder that you can achieve whatever you set your mind to if you just look to the sky and forget the chaos.

That's why SHOFCO adopts blue as its primary color - for hope, and because the sky's the limit at SHOFCO.



SHOFCO brand identity system

Typography

Typography is the deliberate choice and skillful use of fonts to convey the distinctive personality and message of the organization. It goes beyond mere aesthetics; it's about selecting fonts that authentically represent SHOFCO's identity, values, and the emotions it wishes to evoke. Typography plays a pivotal role in shaping how people perceive and connect with SHOFCO's visual identity. In essence, typography serves as the voice of SHOFCO's written communication, eloquently articulating its character and mission.

The Globber font family

This font family offers a range of weights, from light to bold, allowing for versatility in design projects. Whether it's for branding, advertising, or web design, Globber's simplicity, legibility and timeless appeal make it an excellent choice.

In order to maintain consistency and visual harmony across all brand materials, it is important to adhere to our typography principles. When selecting fonts, make sure to use our primary and secondary font. Establish a clear typographic hierarchy by defining font sizes and styles for headings, subheadings, and body text. Ensure readability and legibility by selecting fonts with appropriate spacing, alignment, and contrast. Consistency is key, so use our designated fonts consistently throughout all brand materials.

SHOFCO uses the Globber family of fonts in all print applications; titles, headlines and body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

Secondary typography

The Arial font family

While Glober remains our primary typography and is used consistently throughout our brand, incorporating a secondary typography serves a crucial purpose in maintaining consistency across all internal communications and other brand materials, including PowerPoint files and internal letters.

SHOFCO uses the Arial font in all internal communication materials.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

SHOFCO brand identity system

Icons and graphics

Just as color and typography play a pivotal role in conveying the unique personality of the SHOFCO brand, icons and graphics take on the role of visual ambassadors. Each icon and graphic serves as a visual shorthand, instantly recognizable and memorable, allowing the brand to communicate complex ideas and emotions with simplicity and impact. In this way, icons and graphics in SHOFCO's branding toolkit are not just design elements; they are storytellers, conveying the heart and soul of the organization's work and aspirations through compelling visual narratives.

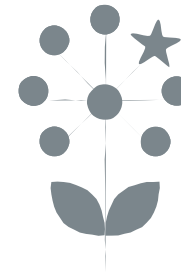
Program icons

Effectively incorporating iconography into our communications can significantly amplify engagement and facilitate better understanding. To ensure consistent branding and enhance brand recognition across all touch-points, our icon set harmonizes with the style and visual weight of our brand.

These six icons symbolize SHOFCO's distinct programs, each representing a specific program within the organization.



EDUCATION



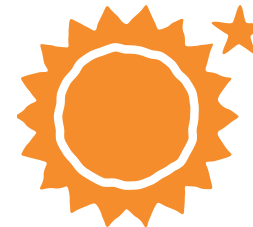
ESSENTIAL SERVICES



WASH



HEALTH



SUN



SUSTAINABLE LIVELIHOODS

Graphics

Ensure that the SHOFÇO graphics are bold, vibrant, and visually appealing, aligning with the hand-drawn / stencil style of the logo and icons whenever possible.

Pay special attention to the colors used in SHOFÇO's brand, as they play a vital role in defining its unique identity and creating a meaningful impact.

Maintain consistency in the use of brand colors across all materials and touchpoints to strengthen SHOFÇO's distinctive identity.

By using the brand colors consistently, SHOFÇO can establish strong emotional connections with its supporters, leaving a lasting impression that reflects its mission and vision.



SHOFCO brand identity system

Imagery

SHOFCO's proprietary image library features a wide range of photographs that showcase not only our programmatic activities but also the human stories that define our work. These carefully curated images capture the essence of our mission by highlighting the individuals and communities we serve, their resilience, and their aspirations. Each photograph is a glimpse into the lives of those touched by SHOFCO, a testament to their strength, and a reminder of the enduring human spirit that fuels our organization's commitment to change.

Imagery principles

SHOFCO's imagery should consistently reflect qualities of hopefulness, authenticity, empowerment, inspiration and boldness. These enable us to forge meaningful connections with our diverse audiences on various levels.

When selecting imagery, it is crucial to ensure that the images prominently feature individuals within their day-to-day environments. This approach allows us to authentically depict real-life experiences and establish a genuine connection with our audience. By carefully curating imagery that showcases people in their natural settings, we can effectively communicate our brand's values and resonate with our target demographic.

Our imagery generally falls into one of the following three categories, explained further on the following pages:

1. Illustrative
2. Portraits
3. Conceptual



Illustrative imagery

This category is used to showcase the various programs and initiatives undertaken by SHOFÇO. It aims to visually represent the impactful work being done on the ground, such as education, healthcare and community development projects.



Portrait imagery

Portraits are used to tell the stories of the different stakeholders involved in SHOFCO's work. This category includes images of community members, staff, volunteers, and beneficiaries. By capturing their experiences and perspectives, SHOFCO aims to highlight the human aspect of its efforts.



Conceptual imagery

The conceptual category focuses on portraying the hope and joy that exists within the communities served by SHOFCO. These images aim to convey a sense of optimism, resilience, and collective spirit among the individuals and families benefiting from SHOFCO's interventions.



SHOFCO brand identity system

Tone of voice

Ensuring the correct tone of voice is a crucial element of SHOFCO's brand. Our tone should always be reflective of our organization's values and mission, which are rooted in empathy, compassion, and a commitment to empowering communities. Whether we are communicating through written materials, spoken word, or visual content, our tone should resonate with the spirit of hope, resilience, and dignity that defines our work. Consistency in tone across all our communications helps build trust and credibility with our stakeholders, reinforcing our dedication to transforming lives and communities.

Tone of voice

Characteristic	Description	Do	Don't
Hopeful	Where others see poverty and hopelessness, we see opportunity and hope	<ul style="list-style-type: none"> Share positive and authentic stories Leave the audience feeling hopeful Use short sentences, where possible 	<ul style="list-style-type: none"> Get carried away Be unrealistic
Conversational	We make difficult issues digestible for our audiences and bring energy and fun to our sector	<ul style="list-style-type: none"> Use everyday language that is easy to understand Break down complex issues into simple and relatable terms Use inclusive language to engage a broad audience 	<ul style="list-style-type: none"> Use jargon, acronyms or technical terms Use overly formal language Oversimplify important issues to the point of losing accuracy
Authentic	We come from and represent the communities we serve	<ul style="list-style-type: none"> Use inclusive language Highlight the voices and perspectives of the communities you represent Be transparent and honest about challenges, setbacks, and successes 	<ul style="list-style-type: none"> Use language that is insensitive towards specific communities Exploit subjects without empathy Appropriate or tokenize the experiences of others
Expert	We are clear and informative on the topics we understand most	<ul style="list-style-type: none"> Present information clearly and concisely Use evidence, insights and analysis and case studies Explain complex topics in a way that is understandable to the target audience 	<ul style="list-style-type: none"> Assume knowledge without explanation Overwhelm the audience with excessive detail or unnecessary information Make claims or statements without reliable sources or evidence

Section 4

Telling SHOFCO stories

Telling SHOFCO stories

Kenyan communities, like many African societies, have a rich oral tradition. Elders and storytellers pass down wisdom, history, and life experiences through stories, preserving and sharing vital knowledge. As a locally-led organization, SHOFCO embraces our culture and aims to share these traditions globally. We use storytelling throughout our organization to celebrate our identity and showcase our passion for making a positive impact. Over time, we've discovered that stories are the most effective way to make our impact data meaningful, building trust, credibility, and engagement with those who invest their time, energy, and resources in SHOFCO.

Our storytelling guide

To create an impactful story, it is important to first identify a theme and the main character(s) of the story. This could be a community, government, or staff member, a volunteer, or anyone whose story positively showcases the mission and impact of SHOFCO. The questions you ask to gather a story can be based on the points provided here.



The challenge

What situation was the individual facing that caused them to engage with SHOFCO?



The solution

What did SHOFCO do to practically address the challenge and what were the objectives and key learnings?



The outcome

How has their life or the life of their family or community been impacted by SHOFCO?



The future

What is the ideal state of the future and what more do they hope to learn, achieve and accomplish?

Four principles of SHOFCO storytelling

When crafting and sharing stories, we adhere to 4 key principles that are reflected in our the style of imagery, video, music and associated language. Aligned with our tone of voice, and guided by our values of connection, innovation, transparency, empathy and accountability, these concepts embody our philosophy that there is power in the people.

Uplifting and hopeful

Our storytelling revolves around imagery, videos, words and music that uplift and inspire. We focus on capturing moments of hope, resilience, and positive transformation within our communities.

Implementation: Through high resolution and creative visuals, vibrant music, and positive talk, we showcase the energy, youthfulness, innovation and strength that exist amidst challenges. Whether it's a community member achieving a personal milestone or the collective efforts of people making a positive impact, we aim to evoke a sense of optimism.

Community-led and dignified

We believe in the power of community-led and dignified narratives, ensuring that stories are told from local perspectives, in diverse languages, and through various cultural lenses.

Implementation: Our storytelling approach is rooted in the authenticity of local experiences. We amplify voices from within the community, and ensure these narratives are the ones they want to tell. By embracing cultural diversity, we are able to create a rich tapestry of stories that truly reflects the lived realities of our communities.

Storytelling as a culture

We foster a storytelling culture within our communities and across our organization, encouraging individuals to share their narratives and experiences, creating a collection of stories that celebrate achievements and resilience.

Implementation: We nurture an environment where individuals feel empowered to share their stories in a dignified way. This culture of storytelling becomes a means of connection, fostering a sense of unity and shared purpose that calls others in to join.

Diversity and inclusivity

Embracing the diversity within our communities, we prioritize showcasing a wide range of voices and experiences, ensuring that everyone's story is heard and valued.

Implementation: Our storytelling goes beyond a singular narrative. We actively seek out and amplify stories from different age groups, genders, backgrounds, and experiences. This inclusivity reflects the richness of our communities and reinforces the idea that every individual contributes to the collective narrative of hope and empowerment.

Elvis' story



“no matter what you're going through, don't hesitate to seek help. Speak up, and you'll find the help you need.”

Elvis McKenzie, a musician living in Kibera, discovered SHOFCO in April 2022 when he was invited to perform at one of SUN's community events. Creativity, music, theatre and art continue to be central to the community and a powerful way to engage young people and disseminate important information. At that time, Elvis was silently battling depression which he had kept hidden from everyone around him. Despite his love for music and creativity, the challenges surrounding him had left him feeling isolated and overwhelmed. He questioned whether anyone would truly understand his struggles and whether it was okay to feel this way.

After his performance at the SHOFCO event, he felt elevated by the community around him - something he hadn't experienced for some time. Yet, he returned home only to find an eviction notice plastered on his door. This devastating news hit him at a time when he was already grappling with a sense of hopelessness. Whilst it was disheartening to come back from such an uplifting community show to such discouraging circumstances, he made a courageous decision to confide in the organizer of the SHOFCO event. He had heard about the wide

range of services SHOFCO provided during the event and observed the trust the organization had earned among other community members. Elvis began attending counseling and mental health training sessions offered by SHOFCO, in addition to financial training classes. These programs not only provided him with valuable skills but also introduced him to a supportive network of young people, all striving for a brighter future. The newfound friendships and shared aspirations inspired hope within him that had long been dormant.

Elvis shares “I was slowly able to get back to my music and knew it was important to share with my fellow youth that no matter what you're going through, don't hesitate to seek help. Speak up, and you'll find the help you need.”

Elvis is now a member of SUN in Kibera and spreads this message of hope throughout his community by performing at SHOFCO events, whilst doing what he loves.

Julia's story



“
**My motivation
to do this work is
inspired by my belief
that community is
togetherness.”**

Julia Njoki, a resilient Mathare resident and mother of five, has called the vibrant community home for 40 years. She earns her living as a second-hand clothing trader at Gikomba, Kenya's prominent open-air market. Julia is not only a survivor of gender-based violence but also a fervent advocate for women's rights.

Her journey led her to the SHOFCO Urban Network (SUN) in 2017, where she played a pivotal role in its inception in Mathare. As Chairperson, Julia led SUN for four years, witnessing a profound transformation in her community.

During the challenging years of the Covid-19 pandemic, SUN provided daily food support and essential hygiene items like soap and sanitizers to families in Mathare and Ruaraka constituencies. This support expanded SUN from 400 groups to an impressive 1200 groups, united in their support for one another. They formed savings and credit cooperative societies (SACCOs), offered emotional support during bereavement, and secured additional funding for their businesses.

Julia shares “My motivation to do this work is inspired by my belief that community is togetherness. If we cannot sit down and share our issues and work together, no one else will do it for us.”

She envisions a positive future for Mathare and beyond, replacing the memories of the 2007 post-election violence with a safe and thriving community.

Purity's story



Purity is 25 years old and has lived in Kibera her whole life. She completed her secondary education in 2016, but her family did not have the resources to fund further studies. Knowing that it can be dangerous to be a young woman with idle time in Kibera, Purity reached out to SHOFECO's Sustainable Livelihoods program.

In 2017, she began her engagement with the Sustainable Livelihoods program by attending an employability and entrepreneurship skills class. Due to her remarkable participation, SHOFECO facilitated Purity in entering and completing a hospitality management course. With this coursework under her belt, Purity was soon employed by St. Paul's University. But when Covid struck in 2019, she again found herself unemployed and fearful for the future.

In 2021, Purity returned to SHOFECO, hearing that SHOFECO's Women's Empowerment Project (SWEPC) was taking on more women. She was excited remembering the impact SHOFECO's Sustainable Livelihoods program had on her life a few years prior. Purity enrolled in a tailoring skills class where she excelled at design and dressmaking.

Additionally, Purity found support in the women of SWEPC, which has improved her mental health greatly.

Now, Purity works as an intern at SWEPC, where she is paid to teach the same tailoring class that saved her from her struggles just one year before. Purity is currently selling her designs and saving up money in the hopes of eventually opening a boutique and online shop to sell her unique and creative designs.

Section 5

Putting it together

Putting it together

In this section, we showcase how our brand comes to life across a myriad of applications and contexts. These pages demonstrate the power of consistency and creativity in conveying the essence of SHOFCO.

Reports



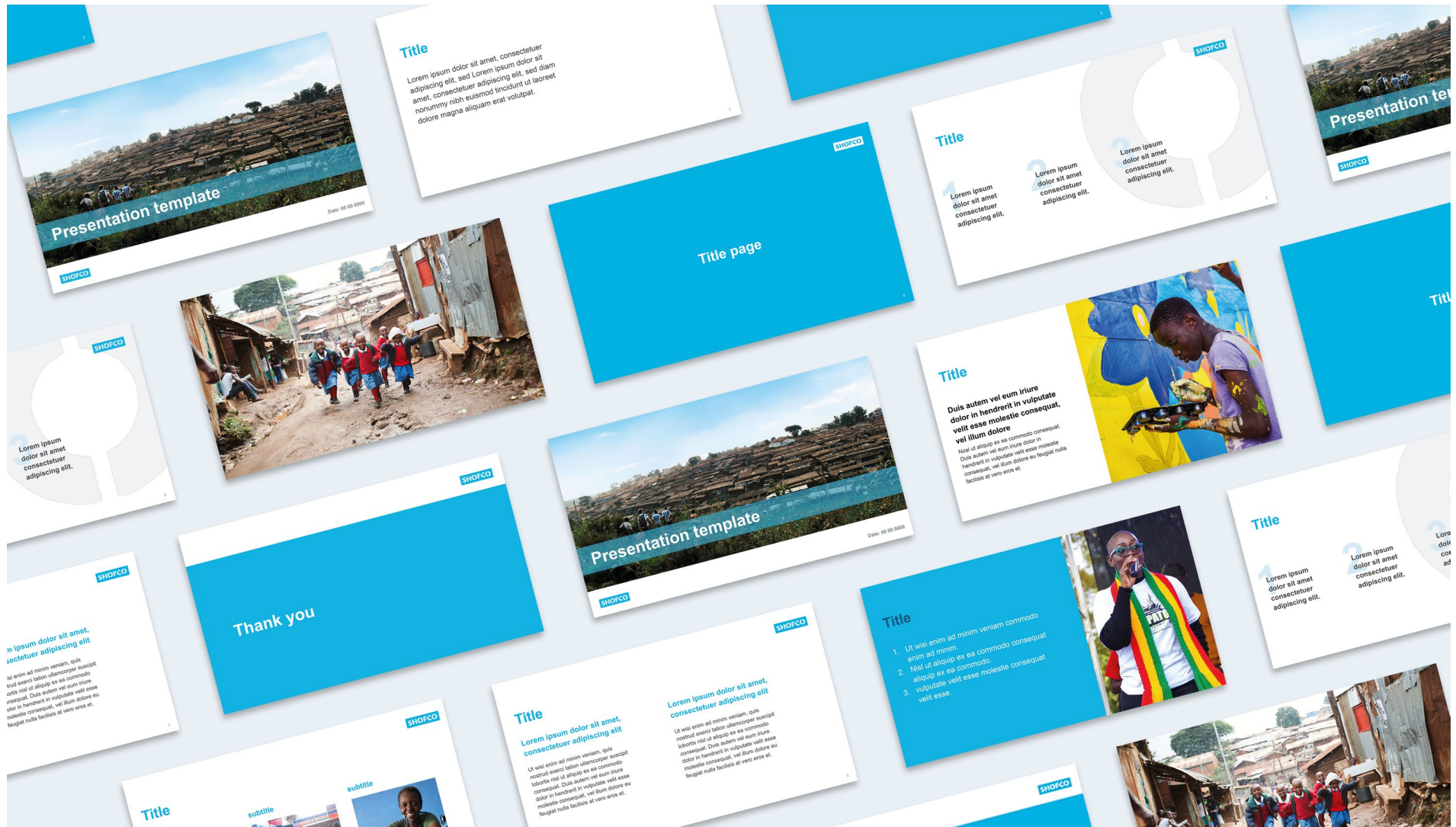
One-page information sheets



Pull-up banners



Presentations



Social media

Sustainable livelihoods

SHOFCO's Sustainable Livelihoods Program enables urban slum communities to break survival mode and plan for the future through business and entrepreneurship skills training, vocational skills development, internships, and job placement.

SHOFCO

Featured program

In 2021, SUN expanded and by the end of 2021, it had 34 sites across 13 counties in Kenya: Nairobi, Mombasa, Kisumu, Kilifi, Kwale, Kakamega, Vihiga, Nandi, Busia, Bungoma, Uasin Gishu, Siaya, and Nakuru.

SHOFCO

MARGARET MAKUNGU

"SHOFCO has made life easier for my family because they have provided enough support for my education that has enabled them to take care of other matters in the house."

SHOFCO

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SHOFCO

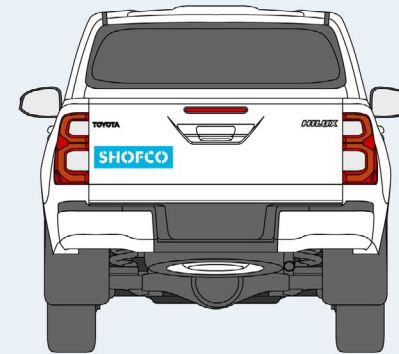
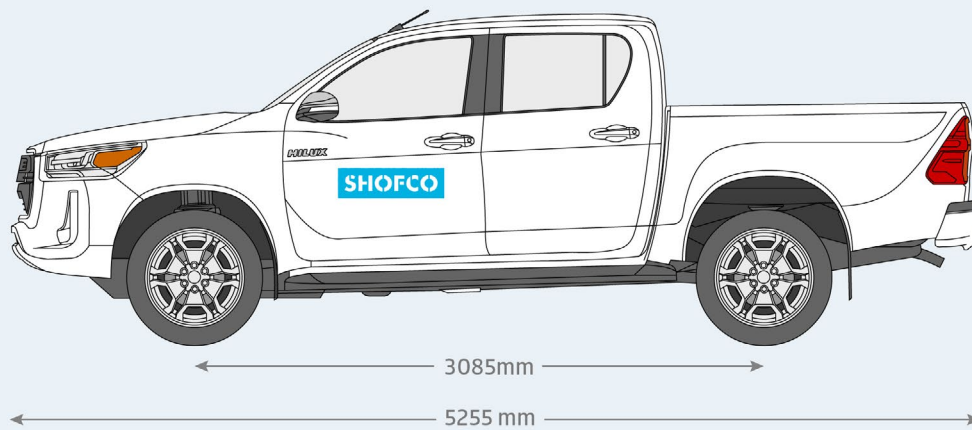
MARGARET MAKUNGU

"SHOFCO has made life easier for my family because they have provided enough support for my education that has enabled them to take care of other matters in the house."

SHOFCO

Vehicle graphics

Side sticker dimension
828 x 237 mm (W x H)



Back sticker dimension
299.3 x 84.7 (W x H)



Front hood sticker dimension
642 x 183 mm (W x H)

T-shirts



Contact

For questions related to the SHOFÇO
Brand Book, please contact us at:
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